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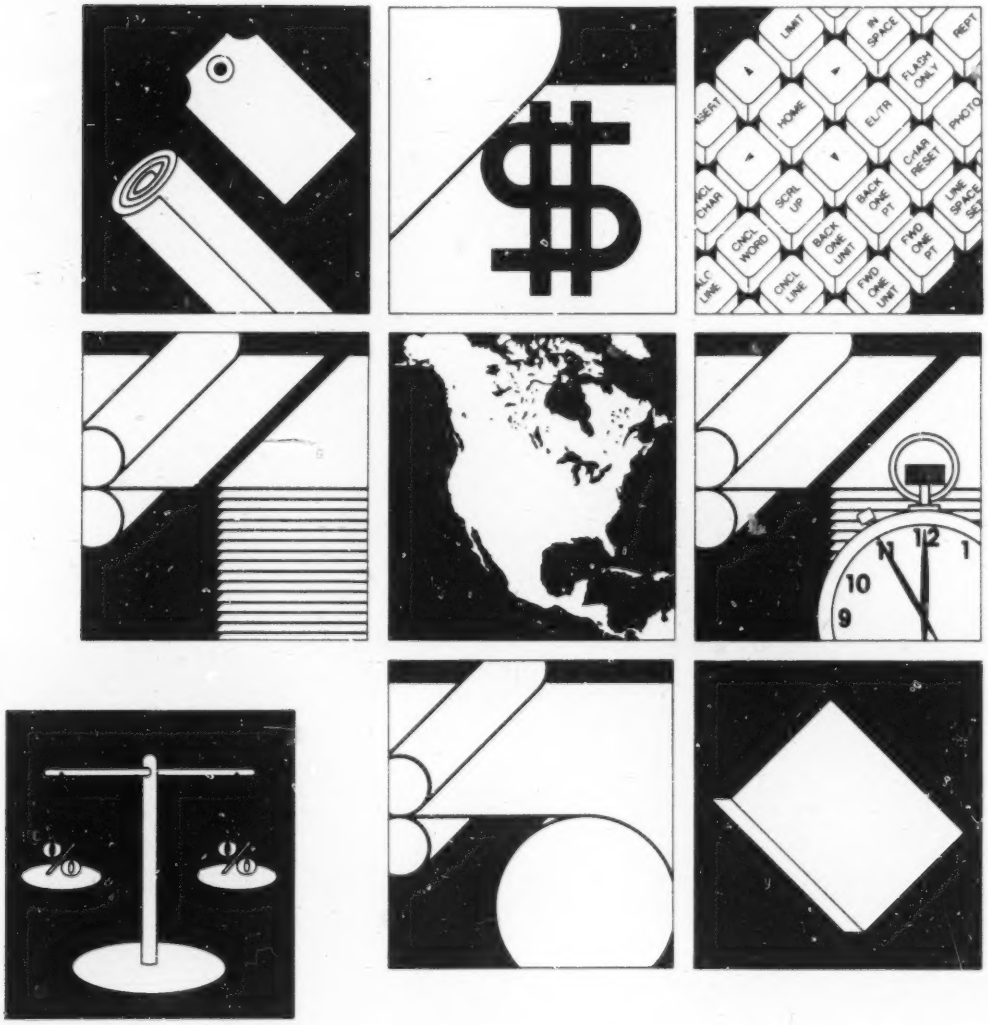
PTA INC

FINANCIAL SERVICES

1985 Financial Ratio Study



Volume III

All Printers by Product Specialty

ABOUT PIA...

Printing Industries of America, Inc., is a federation of national, regional, state, and city associations composed of over 12,000 graphic arts firms. PIA and its affiliated associations comprise the largest trade association in the world dedicated to serving the interests of the graphic arts community. Membership in one of PIA's Affiliated Associations automatically entitles an organization PIA membership.

PIA's Financial Services offers the following products and services:

- PrintFinance: PIA in conjunction with Merrill Lynch brings you an innovative, comprehensive financial package called PrintFinance, available only from PIA Financial Services. PrintFinance is a unique competitively priced financial services package developed especially for the printing industry and allied graphic arts firms.
- The Annual PIA Financial Ratio Study - A Multinational Financial Survey
- Money Manager - A Monthly Financial newsletter with an exclusive print activity forecast: PrintOutlook
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- Financial Management/Investment Banking Seminars
- Production Profit Target Program: production guidelines for sheetfed presses, web presses, bindery, and prepress equipment

For further information, contact:

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PIA's Education and Publication Services is active in financial management, offering numerous publications on the subject:

- Best & Worst Markets for Printers in the 1980's (a unique marketing and financial planning aid, available by subscription directly from PIA)
- Cost Accounting for the Job Order Printer
- Graphic Arts Estimating, Volume I
- Money Making Guide to Printing Estimating, revised edition
- Running in the Black: Six Steps to Managing Printing Profitability
- Sales Compensation in the Printing Industry - 1983
- Simplified Cost System
- Tax Planning for Your Graphic Arts Business
- Understanding Value Added
- Value Added Financial Management: A Guide for Printers
- 1981–82 Production Management Compensation Survey
- 1983 Survey of Sales Management: Practices and Compensation

Members may obtain these books through their PIA Affiliated Associations' Graphic Arts Bookstores, or by calling 1-800/PIA-DATA. Available free upon request from PIA is PrintCatalog, a comprehensive listing of all the publications and programs offered by all components of PIA. For further information about how to order or about the contents of publications, contact:

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FINANCIAL SERVICES

FINANCIAL RATIO STUDY PROGRAM

Volume III: All Printers by Product Specialty

An Annual Financial Survey Conducted By:
PIA Financial Services
1730 North Lynn Street
Arlington, VA 22209

Accounting Firm:

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PRINTING INDUSTRIES OF AMERICA, INC.

1730 North Lynn Street, Arlington, VA 22209 (703) 841-4805

Dear Colleague:

1985 is the 62nd year in which Printing Industries of America, Inc. has collected and published detailed financial ratio information for members of the graphic arts community. The data presented each year provide a detailed and comprehensive picture of the financial status of the major segments of the graphic arts industries in the U.S., Canada, and throughout the world. In addition, it allows individual firms to compare their annual performance with that of many other similar firms, including those which earn well above-average profits. Ratio results are published annually. They are summarized as follows:

- Management Guide to the PIA Ratios
- All Printers by Sales Volume
- All Printers by Product Specialty
- All Printers by Geographic Area
- Sheetfed Printers by Size and Geographic Area
- Web Offset Printers — Heatset
- Web Offset Printers — Non-Heatset
- Combination Offset — Sheetfed/Web
- Book Manufacturers' Ratios
- Large Printers' Ratios
- Typographers' Ratios
- Preparatory Specialists' Ratios
- Binders' Ratios
- Quick Printers

For a more complete composite picture of your company's performance relative to the industry as a whole, several books could be used in your analysis, such as one of the overview volumes, e.g., *All Printers by Sales Volume*, and one that addresses your particular business segment or production process, e.g., *Book Manufacturers or Web Offset — Heatset*, respectively. Alternatively, such analysis is facilitated by participating in the Ratio Study each year and ordering an individual company computer printout which compares a participant's ratios to those of companies which are similar in size and sales volume, produce the same products, and use the same manufacturing process.

Please refer your questions on the PIA Ratio Study to your nearest local PIA affiliated association or to me at the address above.

William A. Rose, II
Director, PIA Financial Services

Dear Member of the Graphic Arts Community:

We are pleased to be a part of PIA's 1985 Financial Ratio Study. This year, a total of 879 firms representing the printing industry in the United States and Canada participated in these studies by responding to PIA's questionnaire on financial performance. Among these respondents, 177 firms may be considered "Profit Leaders," earning eight percent or greater pretax profits on sales. Such widespread participation has made the annual PIA Ratio Studies the most comprehensive financial reports available on the health of the graphic arts industry.

This book presents the financial status of printing firms according to sales volume. Ratios and statistics from responding firms are presented in six categories: sales to $250,000, sales from $250,000 to $500,000, sales from $500,000 to $1,500,000, sales from $1,500,000, sales from $5,000,000 to $10,000,000, and sales over $10,000,00. Readers can compare the data from their own firm's financial statements with similar data from other firms having the same sales volume in five areas: Operations based on Value Added and its Supporting Schedules, Operations based on Sales and its Supporting Schedules, Balance Sheet Ratios, Significant Facts, and Return on Investment.

We strongly believe in the importance of sharing this type of information among members of the graphic arts community and are proud to have played a role in these studies.

H.R. Margolis Company
Certified Public Accountants
Bala Cynwyd, Pennsylvania

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HOW THE NUMBERS ARE COMPUTED

The PIA Ratios are computed by the method of relative or common size. With this method each company's dollars are converted into a percentage to the total. Then these percentages are added in total and within a given sales class. This is a very simple way of avoiding what is known as self-weighting when various magnitudes are involved. With this method each company is given equal weight regardless of their size.

The following example illustrates how this calculation process eliminates the problem of the ratios' giving inordinate weight to the results of very large firms.

Firm	Sales	Factory Payroll	% of Sales Firm's Ratio Factory Payroll
A	$ 200,000	$ 60,000	30.0%
B	500,000	100,000	20.0
C	8,000,000	975,000	12.2

62.2% divided by 3 = 20.7%

= PIA Factory Payroll Ratio

VALUE ADDED DEFINED

Value added is a technical term for sales of a company's own manufacture. It is calculated as sales less material costs and outside services.

Sales		$100.00
Less: Materials		
Paper	$ 23.00	
Other chargeable materials	5.00	
Outside services	8.00	36.00
Value Added		$ 64.00

Material costs include paper and other chargeable materials such as ink, film, plates etc., but not general supplies or the repair and maintenance of equipment. Outside services are purchases of job-related services - composition, offset preparation, printing, bindery, etc.

Value added financial management is based on a fundamental principle of accounting: Profit is achieved from sales of a company's own manufacture. Time and time again, when printing companies show high sales but low profits, the root of the problem is in the failure to pay attention to the relationship between value added and profit performance.

VALUE ADDED AND PROFITS

Since value added is sales less materials costs, it becomes a critical factor in paying your remaining expenses - expenses such as factory labor, other factory expenses, administrative expenses, selling expenses, and interest.

What is left is profit.

All sales do not contribute equally to fixed costs and profits. There are "good sales" and "better sales." Good sales are sales that require more than an average amount of materials and outside services. As a result, they have less value added with which to cover fixed costs and to produce a profit. They are called "good sales" simply because there are no "bad sales" in the printing industry.

Better sales require fewer materials and more inside sales - sales of your company's own manufacture. This type of sale generously covers overhead and pays more dollars into profits. Printing firms that follow value added financial management procedures do all work inside unless they cannot avoid sending it out.

A VALUE ADDED STATEMENT OF OPERATIONS

In keeping with the value added concept, operating statements are more meaningful when prepared on the basis of inside sales. In this type of presentation management starts its financial analysis with value added instead of the sales column. This eliminates the distortion introduced by material costs. For example, in comparing percentages based on sales of a short-run, sheet-fed company and a web offset firm, we could be faced with a significant difference in ratios because of differences in material costs. Although it would appear that the web offset operation had a lower factory labor cost because a substantial amount of its sales were materials, this might, in fact, not be the case at all. Instead, the factory labor cost could be more or less than its counterpart sheet-fed operation as it relates to the value added produced by this labor.

	COMPANY S SHEET-FED		COMPANY W WEB-FED	
		% OF SALES		% OF SALES
SALES	$1,000,000	100.00%	$1,000,000	100.00%
MATERIALS				
Paper	197,300	19.73	387,900	38.79
Other chargeable materials	42,800	4.28	35,000	3.50
Outside services	87,900	8.79	30,000	3.00
	328,000	32.80	452,900	45.29
		% OF VALUE ADDED		% OF VALUE ADDED
VALUE ADDED	672,000	100.00%	547,100	100.00%
FACTORY PAYROLL	241,800	35.98	177,500	32.44
FACTORY EXPENSES	121,800	18.13	101,300	18.52
	363,600	54.11	278,800	50.96
GROSS PROFIT	308,400	45.89	268,300	49.04
SELLING AND ADMINISTRATIVE EXPENSES	187,500	27.90	141,700	25.90
INCOME BEFORE INTEREST EXPENSE	120,900	17.99	126,600	23.14
Interest expense	18,300	2.72	7,900	1.44
OPERATING INCOME	102,600	15.27	118,700	21.70
Other income	10,200	1.52	16,200	2.96
INCOME BEFORE INCOME TAXES	$ 112,800	16.79%	$ 134,900	24.66%

The point is that every company's product mix is different, and by using statements of operations based on value added, this product mix difference is eliminated. Consequently, value added is a better statement with which to evaluate your operations.

ALL PRINTERS BY PRODUCT SPECIALTY

REPORT ON OPERATIONS - VALUE ADDED = 100%

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS*	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
SALES OR VALUE OF PRODUCT PRODUCED	X	X	X	X	X	X
LESS: PAPER, OTHER CHARGEABLE MATERIALS AND OUTSIDE SERVICES	X	X	X	X	X	X
VALUE ADDED BY MANUFACTURE	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
FACTORY PAYROLL	41.69	37.25	45.74	42.45	45.37	35.53
FACTORY EXPENSES	19.99	18.11	22.65	21.79	21.15	20.58
TOTAL FACTORY COST OF PRODUCT	61.68	55.36	68.39	64.24	66.52	56.11
GROSS PROFIT	38.32	44.64	31.61	35.76	33.48	43.89
ADMINISTRATIVE AND SELLING EXPENSES						
Administrative expenses	16.20	14.00	11.52	8.71	14.92	13.86
Selling expenses	13.83	11.50	8.45	6.14	8.43	3.00
TOTAL ADMINISTRATIVE AND SELLING EXPENSES	30.03	25.50	19.97	14.85	23.35	16.86
INCOME BEFORE INTEREST EXPENSE	8.29	19.14	11.64	20.91	10.13	27.03
Interest expense	3.21	2.23	3.42	2.28	2.26	1.19
OPERATING INCOME	5.08	16.91	8.22	18.63	7.87	25.84
Other income	1.03	1.51	1.28	1.83	1.01	0.90
INCOME BEFORE INCOME TAXES	6.11	18.42	9.50	20.46	8.88	26.74

* See page 10 for the definition of "Profit Leaders".
** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
42.91	42.65	48.98	44.85	40.59	42.17	39.19	45.45
16.52	16.02	23.18	20.35	22.12	19.46	17.37	20.46
59.43	58.67	72.16	65.20	62.71	61.63	56.56	65.91
40.57	41.33	27.84	34.80	37.29	38.37	43.44	34.09
15.76	12.17	6.98	12.02	10.93	16.31	13.31	11.73
15.45	14.58	9.74	7.38	5.87	9.43	11.02	13.63
31.21	26.75	16.72	19.40	16.80	25.74	24.33	25.36
9.36	14.58	11.12	15.40	20.49	12.63	19.11	8.73
2.36	2.34	1.07	3.60	4.13	3.16	2.53	2.61
7.00	12.24	10.05	11.80	16.36	9.47	16.58	6.12
1.31	1.49	0.76	3.21	5.40	0.57	2.21	1.12
8.31	13.73	10.81	15.01	21.76	10.04	18.79	7.24

ALL PRINTERS BY PRODUCT SPECIALTY

SUPPORTING SCHEDULES - VALUE ADDED = 100%

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
FACTORY PAYROLL						
Salaries - executive	3.13%	2.87%	3.02%	2.42%	2.02%	1.60%
Direct wages	28.98	25.56	28.79	26.56	32.43	21.81
General factory salaries and wages	2.38	2.44	4.65	5.32	1.39	2.99
Packing, shipping and delivery wages	1.30	1.08	1.36	0.97	2.87	1.95
Payroll taxes	2.83	2.37	3.18	2.61	2.37	1.86
Employee benefits	3.07	2.93	4.74	4.57	4.29	5.32
TOTAL FACTORY PAYROLL	41.69	37.25	45.74	42.45	45.37	35.53
FACTORY EXPENSES						
Fixed Expenses						
Depreciation - real estate	.36	0.33	0.48	0.59	1.18	2.19
Depreciation - other	5.29	5.26	5.62	6.19	5.93	5.03
Taxes - real estate	0.31	0.33	0.42	0.41	0.33	0.45
Taxes - other	0.30	0.23	0.26	0.25	0.10	0.11
Insurance	0.84	0.70	0.43	0.38	0.72	0.90
Building rent	2.47	2.11	0.99	0.28	1.08	0.48
Utilities - heat, light, etc.	1.88	1.62	2.67	2.64	1.62	1.63
Equipment rental	0.94	0.63	1.26	0.50	0.48	0.53
Total Fixed Expenses	12.39	11.21	12.13	11.24	11.44	11.32
Other Expenses						
Factory supplies and expense	2.90	2.68	4.55	4.36	2.52	3.35
Packing, shipping and delivery expense	1.63	1.41	1.64	1.91	2.83	2.51
Repairs and maintenance	2.09	2.11	2.80	2.71	3.77	3.28
Other factory expenses	0.98	0.70	1.53	1.57	0.59	0.12
Total Other Expenses	7.60	6.90	10.52	10.55	9.71	9.26
TOTAL FACTORY EXPENSES	19.99	18.11	22.65	21.79	21.15	20.58
ADMINISTRATIVE EXPENSES						
Salaries - executive	4.99	4.33	2.56	2.25	5.12	5.85
Salaries - office	3.97	3.38	3.00	2.13	3.66	2.52
Payroll taxes	0.64	0.44	0.38	0.27	0.40	0.29
Employee benefits	0.87	0.80	0.73	0.71	0.57	0.61
Bad debts	0.79	0.72	1.06	0.61	0.92	0.33
Office supplies and expenses	0.77	0.68	0.47	0.41	0.77	0.50
Professional fees	0.90	0.78	0.78	0.59	1.10	0.92
Taxes - business	0.28	0.32	0.19	0.26	0.31	0.16
Telephone	0.83	0.65	0.50	0.31	0.79	1.06
Other administrative expenses	2.16	1.90	1.85	1.17	1.28	1.62
TOTAL ADMINISTRATIVE EXPENSES	16.20	14.00	11.52	8.71	14.92	13.86
SELLING EXPENSES						
Salaries - executive	2.21	1.84	0.98	1.25	0.89	0.87
Salaries and commissions - salesmen	6.42	5.35	3.48	1.93	3.93	0.66
Salaries - sales office clerical	1.06	0.79	1.00	0.65	0.15	0.16
Payroll taxes	0.51	0.38	0.33	0.16	0.17	0.04
Employee benefits	0.51	0.46	0.44	0.34	0.35	0.37
Advertising	0.70	0.57	0.38	0.13	0.43	0.32
Travel and entertainment	1.36	1.17	0.77	0.54	1.13	0.33
Other selling expenses	1.06	0.94	1.07	1.14	1.38	0.25
TOTAL SELLING EXPENSES	13.83	11.50	8.45	6.14	8.43	3.00

** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
2.14%	1.34%	1.24%	4.43%	2.06%	2.90%	2.33%	2.68%
26.76	25.98	31.21	29.31	28.34	27.51	26.58	30.12
7.08	7.18	5.78	2.90	1.92	2.92	3.27	3.33
1.03	1.19	0.07	1.42	1.17	1.11	1.15	1.36
2.58	2.57	6.24	3.11	2.87	2.89	1.91	2.45
3.32	4.39	4.44	3.68	4.23	4.84	3.95	5.51
42.91	42.65	48.98	44.85	40.59	42.17	39.19	45.45
0.44	0.75	0.33	0.48	0.78	0.41	0.76	0.12
2.93	2.06	6.70	5.87	6.66	4.39	3.51	4.44
0.31	0.10	0.98	0.37	0.45	0.26	0.29	0.54
0.20	0.26	0.36	0.89	0.85	0.37	0.17	0.37
0.40	0.37	0.28	0.57	0.62	0.46	0.32	0.33
1.71	1.61	0.75	0.56	0.38	2.36	1.17	1.65
1.30	1.18	2.22	2.52	3.05	1.66	1.45	2.05
0.52	0.78	1.16	0.30	0.33	0.62	0.51	0.13
7.81	7.11	12.78	11.56	13.12	10.53	8.18	9.63
3.52	3.95	5.26	3.59	4.46	3.87	3.75	3.69
2.19	2.38	1.72	1.34	0.48	1.83	1.89	2.11
1.87	1.35	3.21	2.74	3.12	1.80	2.19	2.38
1.13	1.23	0.21	1.12	0.94	1.43	1.36	2.65
8.71	8.91	10.40	8.79	9.00	8.93	9.19	10.83
16.52	16.02	23.18	20.35	22.12	19.46	17.37	20.46
2.37	2.69	0.90	3.98	4.24	4.56	3.19	3.11
4.79	2.29	1.53	2.58	2.32	4.49	3.70	3.00
0.49	0.25	0.33	0.40	0.37	0.82	0.71	0.41
0.63	0.81	0.56	0.54	0.73	1.06	0.64	0.60
0.84	1.05	0.37	0.38	0.16	0.57	0.50	0.63
0.75	0.85	0.30	0.41	0.27	0.54	0.55	0.27
0.98	1.39	0.45	0.94	0.67	1.07	0.99	0.55
0.33	0.39	0.70	0.08	0.06	0.11	0.14	0.13
1.01	0.83	0.50	0.49	0.42	0.82	0.64	0.74
3.57	1.62	1.34	2.22	1.69	2.27	2.25	2.29
15.76	12.17	6.98	12.02	10.93	16.31	13.31	11.73
1.74	3.22	1.09	1.24	0.62	1.22	1.61	1.54
7.18	4.22	2.13	2.69	1.87	4.32	4.77	5.44
1.25	1.70	4.03	0.98	0.39	0.46	0.86	1.98
0.48	0.31	0.56	0.29	0.11	0.47	0.68	0.41
0.79	1.27	0.44	0.24	0.13	0.40	0.57	0.78
0.58	0.41	0.50	0.40	0.41	0.50	0.67	0.36
1.39	1.49	0.69	0.30	0.35	1.15	1.03	1.67
2.04	1.96	0.30	1.24	1.99	0.91	0.83	1.45
15.45	14.58	9.74	7.38	5.87	9.43	11.02	13.63

ALL PRINTERS BY PRODUCT SPECIALTY

REPORT ON OPERATIONS - SALES = 100%

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS*	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
SALES OR VALUE OF PRODUCT PRODUCED	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
FACTORY COST OF PRODUCT						
MATERIALS						
Paper	22.40	22.60	28.41	27.06	35.19	41.95
Other chargeable materials	5.17	5.27	6.76	7.60	5.72	4.46
Outside services	9.26	8.27	4.54	4.55	2.55	2.47
TOTAL MATERIALS	36.83	36.14	39.71	39.21	43.46	48.88
FACTORY PAYROLL	26.34	23.78	27.43	25.74	25.61	18.90
FACTORY EXPENSES	12.61	11.52	13.52	13.18	11.78	10.60
TOTAL FACTORY COST OF PRODUCT	75.78	71.44	80.66	78.13	80.85	78.38
GROSS PROFIT	24.22	28.56	19.34	21.87	19.15	21.62
ADMINISTRATIVE AND SELLING EXPENSES						
Administrative expenses	10.35	9.08	7.03	5.28	8.83	6.75
Selling expenses	8.66	7.44	5.25	3.74	5.11	1.68
TOTAL ADMINISTRATIVE AND SELLING EXPENSES	19.01	16.52	12.28	9.02	13.94	8.43
INCOME BEFORE INTEREST EXPENSE	5.21	12.04	7.06	12.85	5.21	13.19
Interest expense	1.99	1.41	2.03	1.34	1.23	0.62
OPERATING INCOME	3.22	10.63	5.03	11.51	3.98	12.57
Other income	0.62	0.91	0.73	1.02	0.58	0.58
INCOME BEFORE INCOME TAXES	3.84	11.54	5.76	12.53	4.56	13.15

SUPPORTING SCHEDULES - SALES = 100%

OTHER CHARGEABLE MATERIALS						
Ink	1.53%	1.70%	3.54%	4.39%	2.62%	1.81%
Film	1.16	0.97	0.98	0.69	1.02	0.95
Plates	1.20	1.08	1.26	1.54	0.98	0.92
Other chargeable materials	1.28	1.52	0.98	0.98	1.10	0.78
TOTAL OTHER CHARGEABLE MATERIALS	5.17	5.27	6.76	7.60	5.72	4.46
OUTSIDE SERVICES						
Composition	0.91	0.59	0.14	0.03	0.29	0.77
Offset preparation	1.48	1.53	0.96	0.70	0.37	0.23
Printing	2.48	1.90	1.10	1.91	1.00	0.89
Binding	2.16	1.79	1.30	0.79	0.52	0.33
Other outside services	2.23	2.46	1.04	1.12	0.37	0.25
TOTAL OUTSIDE SERVICES	9.26	8.27	4.54	4.55	2.55	2.47

* "Profit Leaders" are those firms which earned 8% or greater pretax profits on sales.
** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
12.04	13.78	36.84	31.67	32.26	22.67	25.94	29.56
1.69	1.84	7.03	5.03	4.72	7.93	4.03	3.50
13.90	6.25	5.47	4.13	6.26	3.42	2.10	7.37
27.63	21.87	49.34	40.83	43.24	34.02	32.07	40.43
31.46	33.38	23.72	27.10	23.98	27.83	26.91	26.91
11.82	12.33	11.82	11.99	12.56	12.45	11.50	12.25
70.91	67.58	84.88	79.92	79.78	74.30	70.48	79.59
29.09	32.42	15.12	20.08	20.22	25.70	29.52	20.41
10.85	9.46	3.91	7.13	6.00	11.15	9.38	7.07
11.20	11.62	5.68	4.54	3.24	6.28	7.32	8.19
22.05	21.08	9.59	11.67	9.24	17.43	16.70	15.26
7.04	11.34	5.53	8.41	10.98	8.27	12.82	5.15
1.77	1.85	0.67	1.92	1.98	1.95	1.62	1.56
5.27	9.49	4.86	6.49	9.00	6.32	11.20	3.59
0.91	1.14	0.39	1.87	2.99	0.50	1.54	0.69
6.18	10.63	5.25	8.36	11.99	6.82	12.74	4.28
0.54%	0.71%	3.20%	1.66%	1.69%	2.91%	2.01%	2.20%
0.57	0.37	0.31	0.75	0.54	0.71	0.38	0.00
0.29	0.21	0.51	1.74	1.64	0.98	0.59	0.54
0.29	0.55	3.01	0.88	0.85	3.33	1.05	0.76
1.69	1.84	7.03	5.03	4.72	7.93	4.03	3.50
1.07	0.27	0.17	0.21	0.00	0.45	0.19	0.09
0.51	0.00	0.11	2.09	3.76	0.47	0.45	0.71
1.18	2.72	2.28	1.46	2.50	1.55	1.15	0.82
1.37	0.93	0.29	0.37	0.00	0.24	0.16	0.09
9.77	2.33	2.62	0.00	0.00	0.71	0.15	5.66
13.90	6.25	5.47	4.13	6.26	3.42	2.10	7.37

SUPPORTING SCHEDULES - SALES = 100%

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
FACTORY PAYROLL						
Salaries - executive	1.99%	1.87%	1.81%	1.50%	1.14%	0.80%
Direct wages	18.34	16.27	17.34	16.16	18.43	11.56
General factory salaries and wages	1.48	1.58	2.70	3.13	0.72	1.49
Packing, shipping and delivery wages	0.81	0.68	0.81	0.58	1.63	1.09
Payroll taxes	1.79	1.52	1.94	1.63	1.30	0.97
Employee benefits	1.93	1.86	2.83	2.74	2.39	2.99
TOTAL FACTORY PAYROLL	26.34	23.78	27.43	25.74	25.61	18.90
FACTORY EXPENSES						
Fixed Expenses						
Depreciation - real estate	0.23	0.22	0.30	0.36	0.63	1.11
Depreciation - other	3.32	3.35	3.39	3.78	3.43	2.80
Taxes - real estate	0.19	0.21	0.25	0.24	0.18	0.23
Taxes - other	0.19	0.15	0.16	0.16	0.05	0.06
Insurance	0.54	0.46	0.27	0.23	0.40	0.42
Building rent	1.58	1.38	0.61	0.19	0.59	0.21
Utilities - heat, light, etc.	1.18	1.01	1.59	1.61	0.88	0.82
Equipment rental	0.61	0.39	0.75	0.29	0.25	0.24
Total Fixed Expenses	7.84	7.17	7.32	6.86	6.41	5.89
Other Expenses						
Factory supplies and expense	1.83	1.69	2.72	2.65	1.33	1.71
Packing, shipping and delivery expense	1.00	0.88	0.95	1.18	1.66	1.23
Repairs and maintenance	1.31	1.34	1.62	1.54	2.05	1.70
Other factory expenses	0.63	0.44	0.91	0.95	0.33	0.07
Total Other Expenses	4.77	4.35	6.20	6.32	5.37	4.71
TOTAL FACTORY EXPENSES	12.61	11.52	13.52	13.18	11.78	10.60
ADMINISTRATIVE EXPENSES						
Salaries - executive	3.22	2.83	1.59	1.42	3.10	2.74
Salaries - office	2.54	2.20	1.85	1.27	2.22	1.21
Payroll taxes	0.41	0.28	0.23	0.16	0.25	0.14
Employee benefits	0.56	0.52	0.45	0.45	0.32	0.36
Bad debts	0.49	0.46	0.59	0.34	0.51	0.15
Office supplies and expenses	0.49	0.44	0.28	0.24	0.46	0.26
Professional fees	0.57	0.50	0.47	0.34	0.61	0.42
Taxes - business	0.18	0.20	0.12	0.17	0.19	0.10
Telephone	0.52	0.42	0.31	0.19	0.46	0.59
Other administrative expenses	1.37	1.23	1.14	0.70	0.71	0.78
TOTAL ADMINISTRATIVE EXPENSES	10.35	9.08	7.03	5.28	8.83	6.75
SELLING EXPENSES						
Salaries - executive	1.38	1.20	0.58	0.76	0.54	0.54
Salaries and commissions - salesmen	4.01	3.44	2.19	1.17	2.36	0.30
Salaries - sales office clerical	0.67	0.52	0.60	0.38	0.08	0.10
Payroll taxes	0.32	0.25	0.20	0.10	0.10	0.02
Employee benefits	0.32	0.30	0.27	0.21	0.22	0.23
Advertising	0.45	0.37	0.24	0.07	0.26	0.16
Travel and entertainment	0.85	0.76	0.48	0.33	0.68	0.17
Other selling expenses	0.66	0.60	0.69	0.72	0.87	0.16
TOTAL SELLING EXPENSES	8.66	7.44	5.25	3.74	5.11	1.68

** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
1.58%	1.05%	0.74%	2.89%	1.34%	1.81%	1.48%	1.64%
19.41	20.33	15.02	17.74	17.08	18.24	18.29	17.71
5.28	5.51	2.93	1.73	0.98	2.01	2.40	2.01
0.78	0.95	0.03	0.84	0.65	0.73	0.78	0.81
1.89	2.05	2.72	1.85	1.67	1.89	1.30	1.48
2.52	3.49	2.28	2.05	2.26	3.15	2.66	3.26
31.46	33.38	23.72	27.10	23.98	27.83	26.91	26.91
0.36	0.62	0.12	0.26	0.43	0.25	0.48	0.08
2.04	1.59	3.12	3.43	3.72	2.79	2.26	2.65
0.23	0.08	0.46	0.20	0.26	0.15	0.19	0.32
0.16	0.21	0.23	0.52	0.47	0.26	0.12	0.23
0.28	0.29	0.14	0.39	0.42	0.31	0.22	0.20
1.17	1.16	0.47	0.36	0.25	1.63	0.83	0.97
0.95	0.92	1.20	1.46	1.78	1.06	0.95	1.23
0.41	0.63	0.73	0.16	0.16	0.45	0.39	0.08
5.60	5.50	6.47	6.78	7.49	6.90	5.44	5.76
2.55	2.99	2.70	2.02	2.40	2.35	2.43	2.19
1.55	1.89	1.09	0.77	0.29	1.09	1.20	1.27
1.31	1.00	1.59	1.73	1.88	1.15	1.43	1.44
0.81	0.95	(0.03)	0.69	0.50	0.96	1.00	1.59
6.22	6.83	5.35	5.21	5.07	5.55	6.06	6.49
11.82	12.33	11.82	11.99	12.56	12.45	11.50	12.25
1.76	2.09	0.52	2.42	2.44	3.20	2.24	1.87
3.08	1.77	0.75	1.49	1.22	3.02	2.72	1.82
0.32	0.19	0.15	0.23	0.21	0.56	0.49	0.25
0.47	0.64	0.34	0.28	0.36	0.73	0.45	0.35
0.62	0.82	0.16	0.23	0.09	0.38	0.33	0.36
0.55	0.65	0.18	0.25	0.13	0.36	0.39	0.16
0.72	1.07	0.26	0.56	0.42	0.77	0.70	0.34
0.25	0.31	0.44	0.05	0.04	0.07	0.09	0.08
0.71	0.65	0.31	0.30	0.26	0.54	0.45	0.45
2.37	1.27	0.80	1.32	0.83	1.52	1.52	1.39
10.85	9.46	3.91	7.13	6.00	11.15	9.38	7.07
1.38	2.58	0.67	0.77	0.33	0.81	1.02	0.88
4.99	3.30	1.22	1.69	1.11	2.90	3.17	3.29
0.99	1.39	2.44	0.63	0.18	0.29	0.56	1.18
0.34	0.26	0.30	0.18	0.06	0.31	0.45	0.25
0.63	1.05	0.26	0.15	0.07	0.27	0.38	0.46
0.42	0.32	0.26	0.25	0.22	0.36	0.49	0.23
0.99	1.13	0.41	0.19	0.23	0.77	0.70	1.04
1.46	1.59	0.12	0.68	1.04	0.57	0.55	0.86
11.20	11.62	5.68	4.54	3.24	6.28	7.32	8.19

BALANCE SHEET

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
ASSETS						
CURRENT ASSETS						
Cash	6.30%	10.92%	2.58%	6.03%	3.46%	4.50%
Receivables	33.89	30.65	28.20	22.52	29.88	33.38
Inventories	11.88	9.75	16.12	11.78	14.43	10.17
Other current assets	3.67	4.82	4.73	9.67	5.50	0.70
TOTAL CURRENT ASSETS	55.74	56.14	51.63	50.00	52.27	48.75
FIXED ASSETS						
Real estate	8.67	7.80	13.38	14.35	16.00	18.64
Less: Accumulated depreciation	2.73	2.22	3.78	3.53	3.87	4.83
	5.94	5.58	9.60	10.82	12.13	13.81
Machinery and equipment	67.86	61.23	67.88	68.19	58.18	64.81
Less: Accumulated depreciation	37.48	30.91	34.57	32.20	31.46	38.24
	30.38	30.32	33.31	35.99	26.72	26.57
Other fixed assets	7.91	7.40	3.72	1.73	3.91	2.22
Less: Accumulated depreciation	4.19	3.64	1.97	0.98	1.93	0.87
	3.72	3.76	1.75	0.75	1.98	1.35
NET FIXED ASSETS	40.04	39.66	44.66	47.56	40.83	41.73
OTHER ASSETS	4.22	4.20	3.71	2.44	6.90	9.52
TOTAL ASSETS	100.00	100.00	100.00	100.00	100.00	100.00
LIABILITIES AND EQUITY						
CURRENT LIABILITIES						
Notes payable	9.85	5.63	7.95	4.26	8.16	0.66
Accounts payable	14.62	11.20	13.68	8.56	20.97	43.46
Other current liabilities	9.17	9.75	8.25	7.85	5.96	5.30
TOTAL CURRENT LIABILITIES	33.64	26.58	29.88	20.67	35.09	49.42
LONG-TERM LIABILITIES	30.41	24.05	28.63	25.93	16.80	4.59
TOTAL LIABILITIES	64.05	50.63	58.51	46.60	51.89	54.01
SHAREHOLDERS' AND PROPRIETORS' EQUITY	35.95	49.37	41.49	53.40	48.11	45.99
TOTAL LIABILITIES AND EQUITY	100.00	100.00	100.00	100.00	100.00	100.00

BALANCE SHEET RATIOS

CURRENT RATIO	1.66	2.11	1.73	2.42	1.49	0.99
QUICK RATIO	1.30	1.75	1.19	1.85	1.08	0.78
TOTAL LIABILITIES TO EQUITY	1.78	1.03	1.41	0.87	1.08	1.17
LONG-TERM LIABILITIES TO EQUITY	0.85	0.49	0.69	0.49	0.35	0.10
ACCUMULATED DEPRECIATION - MACHINERY AND EQUIPMENT TO TOTAL MACHINERY AND EQUIPMENT	0.55	0.50	0.51	0.47	0.54	0.59

** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
1.04%	1.89%	3.62%	10.90%	14.98%	6.31%	11.63%	2.09%
31.98	35.17	41.28	22.50	21.20	29.63	24.17	25.86
11.67	14.84	18.27	12.02	6.25	17.57	14.53	26.44
15.36	8.59	1.64	2.04	2.08	1.01	1.36	2.07
60.05	60.49	64.81	47.46	44.51	54.52	51.69	56.46
8.37	7.85	8.47	20.53	19.13	14.05	25.24	17.15
1.98	2.48	4.12	3.71	3.94	3.86	5.26	4.16
6.39	5.37	4.35	16.82	15.19	10.19	19.98	12.99
56.78	49.61	67.66	60.65	66.50	58.19	40.93	64.72
32.67	27.16	39.61	33.01	33.72	32.02	20.26	41.46
24.11	22.45	28.05	27.64	32.78	26.17	20.67	23.26
5.49	3.50	4.05	5.10	1.97	4.63	4.47	10.27
3.16	1.75	1.95	3.43	1.07	1.84	2.05	4.35
2.33	1.75	2.10	1.67	0.90	2.79	2.42	5.92
32.83	29.57	34.50	46.13	48.87	39.15	43.07	42.17
7.12	9.94	0.69	6.41	6.62	6.33	5.24	1.37
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
12.55	9.64	7.93	5.14	1.57	4.90	2.70	8.37
11.79	11.32	18.59	9.99	11.04	10.91	10.52	8.61
12.92	18.86	7.01	9.94	5.53	8.96	8.39	9.82
37.26	39.82	33.53	25.07	18.14	24.77	21.61	26.80
30.16	21.21	47.43	27.32	29.75	27.16	17.97	19.82
67.42	61.03	80.96	52.39	47.89	51.93	39.58	46.62
32.58	38.97	19.04	47.61	52.11	48.07	60.42	53.38
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
1.61	1.52	1.93	1.89	2.45	2.20	2.39	2.11
1.30	1.15	1.39	1.41	2.11	1.49	1.72	1.12
2.07	1.57	4.25	1.10	0.92	1.08	0.66	0.87
0.93	0.54	2.49	0.57	0.57	0.57	0.30	0.37
0.58	0.55	0.59	0.54	0.51	0.55	0.49	0.64

FINANCIAL		DIRECT MAIL - CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
$ 32,270	$ 40,998	$ 74,910	$ 87,264	$ 134,706	$ 43,628	$ 49,989	$ 36,604
43,207	52,060	89,551	113,391	170,958	62,359	69,554	47,487
10,248	17,213	10,894	29,970	42,693	19,725	28,475	18,843
26,658	28,568	72,074	93,779	140,513	47,511	51,862	42,246
98.61%	147.68%	69.22%	114.13%	129.74%	173.89%	243.62%	127.65%
75.80%	81.80%	83.01%	81.85%	84.49%	74.90%	75.20%	80.60%
13.08	9.50	5.31	10.52	11.15	16.15	14.21	9.19
11.12	8.70	11.68	7.63	4.36	8.95	10.59	10.21
$ 63,461	$ 71,470	$ 134,067	$ 93,551	$ 112,639	$ 72,724	$ 68,744	$ 66,506
84,584	87,655	160,890	114,545	135,793	98,784	92,042	82,450
61,374	69,598	80,838	63,091	70,420	63,517	61,177	48,962
633,382	821,871	3,328,125	999,311	1,137,307	786,708	717,655	838,202
68,009	77,027	139,343	102,211	120,377	81,152	75,280	71,440
87,609	90,662	165,942	121,062	139,336	106,961	97,107	86,065
63,668	72,011	83,951	67,137	72,657	68,502	64,286	51,185
611,244	1,169,389	4,808,255	604,402	719,444	926,764	947,771	1,153,669
392%	305%	299%	363%	352%	367%	293%	351%
45.43%	46.64%	30.37%	34.95%	29.95%	39.91%	38.40%	37.26%
101.68	105.44	59.55	52.13	37.59	85.31	82.31	57.54
$ 29,128	$ 34,181	$ 39,393	$ 28,893	$ 29,744	$ 27,601	$ 24,615	$ 24,689
25,967	29,674	38,062	27,345	27,474	25,855	22,431	22,166
29,572	36,624	45,052	37,133	38,493	32,959	29,495	30,566
51,532	70,014	45,161	38,309	43,782	35,478	34,918	45,003
$ 23,412	$ 25,960	$ 30,451	$ 22,060	$ 22,334	$ 20,629	$ 18,877	$ 18,999
21,747	24,269	29,812	22,020	21,964	20,345	18,344	17,685
15,794	16,840	25,756	18,141	17,966	16,712	14,458	18,028
45,058	60,134	36,425	29,419	33,794	29,138	25,002	36,249
41,162	60,191	63,402	53,667	63,580	47,548	45,624	43,318
23,271	23,724	44,731	41,943	45,640	29,464	37,240	34,875
54,146	86,668	103,083	65,699	65,589	54,051	53,057	45,246
41,066	62,217	64,291	52,698	66,738	26,779	44,668	50,837
62.1	76.3	79.7	50.7	51.7	61.2	64.9	50.6
29.09%	32.42%	15.12%	20.08%	20.22%	25.70%	29.52%	20.41%
$ 26,429	$ 30,402	$ 25,032	$ 24,190	$ 28,288	$ 27,246	$ 29,383	$ 17,559
6.18%	10.63%	5.25%	8.36%	11.99%	6.82%	12.74%	4.28%
$ 4,264	$ 7,532	$ 6,943	$ 8,416	$ 13,146	$ 4,636	$ 8,498	$ 2,943

ALL PRINTERS BY PRODUCT SPECIALTY

RETURN ON INVESTMENT - PER $100 OF SALES

	COMMERCIAL AND ADVERTISING		MAGAZINE AND PERIODICAL		NEWSPAPER	
	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS
INVESTMENT						
Current Assets:						
Cash	$ 3.32	$ 5.99	$ 1.89	$ 4.12	$ 1.24	$ 1.13
Receivables	15.47	15.70	15.48	14.37	14.10	12.21
Inventories	5.63	5.21	8.37	7.47	6.92	4.25
Marketable securities	0.81	2.16	1.65	4.20	0.92	0.00
Other current assets	1.17	0.99	1.49	2.70	1.09	0.23
	26.40	30.05	28.88	32.86	24.27	17.82
Plant Investment:						
Land and building	5.23	4.92	7.97	9.18	8.24	9.92
Machinery and equipment	32.08	32.34	38.77	44.40	28.23	27.46
Other fixed assets	3.64	3.58	2.02	1.06	2.01	0.94
	40.95	40.84	48.76	54.64	38.48	38.32
Non-Current Assets	2.25	2.81	2.42	1.74	3.95	4.86
TOTAL INVESTMENT	69.60	73.70	80.06	89.24	66.70	61.00
INVESTMENT TURNOVER PER $100 OF SALES	143.68%	135.69%	124.91%	112.06%	149.93%	163.93%
EARNINGS						
Cost of Product	$75.78	$71.44	$80.66	$78.13	$80.85	$78.38
Selling Expenses	8.66	7.44	5.25	3.74	5.11	1.68
Administrative Expenses	10.35	9.08	7.03	5.28	8.83	6.75
	94.79	87.96	92.94	87.15	94.79	86.81
Income Before Interest, Other Income, and Taxes	5.21	12.04	7.06	12.85	5.21	13.19
RETURN ON INVESTMENT - INVESTMENT TURNOVER X INCOME	7.49%	16.34%	8.82%	14.40%	7.81%	21.62%

** Sample insufficient for Profit Leaders.

FINANCIAL		DIRECT-MAIL CATALOG**	DIRECTORY		LABEL		PACKAGING**
ALL FIRMS	PROFIT LEADERS	ALL FIRMS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS	PROFIT LEADERS	ALL FIRMS
$ 0.57	$ 1.09	$ 2.06	$ 9.20	$ 14.47	$ 4.36	$ 9.20	$ 1.02
16.12	19.80	21.69	13.38	13.99	16.51	17.53	13.54
5.84	8.25	9.41	7.36	5.06	9.68	10.71	15.42
1.33	0.38	0.00	0.01	0.02	0.16	0.40	0.40
6.40	4.77	0.68	1.59	2.09	0.40	0.41	0.79
30.26	34.29	33.84	31.54	35.63	31.11	38.25	31.17
4.07	4.69	5.66	15.97	18.32	10.54	21.59	10.67
25.45	26.41	36.06	48.23	66.03	31.63	29.87	34.00
2.02	2.09	1.66	3.62	2.05	2.42	2.75	4.50
31.54	33.19	43.38	67.82	86.40	44.59	54.21	49.17
3.82	5.62	0.28	7.80	10.88	4.19	2.56	0.75
65.62	73.10	77.50	107.16	132.91	79.89	95.02	81.09
152.39%	136.80%	129.03%	93.32%	75.24%	125.17%	105.24%	123.32%
$70.91	$67.58	$84.88	$79.92	$ 79.78	$74.30	$70.48	$79.59
11.20	11.62	5.68	4.54	3.24	6.28	7.32	8.19
10.85	9.46	3.91	7.13	6.00	11.15	9.38	7.07
92.96	88.66	94.47	91.59	89.02	91.73	87.18	94.85
7.04	11.34	5.53	8.41	10.98	8.27	12.82	5.15
10.73%	15.51%	7.14%	7.85%	8.26%	10.35%	13.49%	6.35%

ABSOLUTE DATA

	NUMBER OF PARTICIPATING FIRMS	AVERAGE FIRM REPORTING** TOTAL ASSETS	SALES OR VALUE OF PRODUCTION	TOTAL INCOME
TOTAL - ALL PRINTING FIRMS	879	$ 3,963,000	$ 6,990,000	$ 410,000
TOTAL - PROFIT LEADERS*	177	6,520,000	10,819,000	1,285,000
ALL PRINTERS BY PRODUCT SPECIALTY				
ALL FIRMS				
Commercial and Advertising	702	2,798,000	5,199,000	272,000
Magazine and Periodical	44	18,435,000	29,598,000	2,406,000
Newspaper	16	2,801,000	5,803,000	313,000
Financial	6	5,759,000	10,212,000	972,000
Direct Mail - Catalog	2	30,975,000	49,535,000	2,445,000
Directory	6	10,599,000	9,448,000	962,000
Label	20	4,940,000	7,370,000	519,000
Packaging	5	4,311,000	7,567,000	312,000
Book	35	4,871,000	8,712,000	418,000
Business Forms Manufacturers	29	3,767,000	7,993,000	413,000
No Predominant Product	14	7,371,000	11,457,000	288,000
PROFIT LEADERS				
Commercial and Advertising	13	4,014,000	7,036,000	850,000
Magazine and Periodical	14	30,912,000	52,154,000	6,074,000
Newspaper	3	1,612,000	3,911,000	517,000
Financial	3	10,104,000	17,292,000	1,915,000
Directory	3	18,867,000	14,099,000	1,644,000
Label	8	5,448,000	7,320,000	828,000
Book	3	9,133,000	14,486,000	1,750,000
Business Forms Manufacturers	5	2,432,000	4,499,000	461,000
No Predominant Product	6	2,766,000	4,270,000	631,000

* "Profit Leaders" are those firms which earned 8% or greater pretax profits on sales.
** Unlike the ratios shown in this book, these figures are arithmetic averages. See page 3 for explanatory note.

HOW DO YOU COMPARE IN NORTH AMERICA?

The Individual Company Computer Printout is a fundamental part of the PIA Financial Ratio Study. It is a detailed, well-organized presentation of key financial information that encompasses every facet of your printing business. It contains data specific to your company that are not available in the published volumes of the study. The Individual Company Computer Printout, designed with you, the busy printing executive in mind, is a concise presentation of:

- Your firm's operating statement;
- Your firm's balance sheet;
- Supporting schedules for your firm's income statement and balance sheet; and
- Your firm's Return on Investment.

In addition:

- Your firm's financial data are expressed in dollars and ratio form;
- The ratios of your printing firm are compared side by side with the ratios of all other ratio study participants and "profit leaders," based on both sales revenue and value added. Ratios of survey participants and "profit leaders" that produce the same products and use the same manufacturing process are also presented for your immediate comparison;
- Using the same presentation format described in the previous item, the ratios of your printing firm are also compared side by side with the ratios of all survey participants and "profit leaders" that are approximately the same size in terms of sales; and
- Finally, "significant facts" statistics are presented to help you gauge where your company stands relative to industry "profit leaders" and the U.S. and Canadian printing industries as a whole.

Because of the detail that the Individual Company Computer Printout contains, it can quickly help you identify those areas and operations of your business that are running efficiently and those that are not. You'll be able to ascertain the seriousness of problems and how much corrective action is necessary. The bottom line is that you can purchase all of these data for a small fraction of what you would have to pay if you generated a similar analysis from scratch.

If you are part of the 1985 database, and have not already done so, I urge you to make the investment. If you are not part of the database, please consider participating in the 1986 PIA Financial Ratio Study and availing yourself of this particular service.

William A. Rose, II
Director, PIA Financial Services